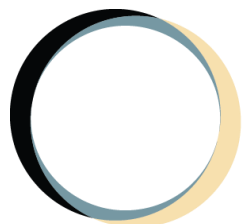




Lynchburg, VA

Technical Appendices
2015



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	19
Appendix C: Detailed Survey Methods	32
Appendix D: Survey Materials	37

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Lynchburg:	Excellent		Good		Fair		Poor		Total	
Lynchburg as a place to live	29%	N=100	52%	N=179	17%	N=60	2%	N=7	100%	N=345
Your neighborhood as a place to live	30%	N=103	47%	N=161	20%	N=69	3%	N=11	100%	N=343
Lynchburg as a place to raise children	33%	N=105	46%	N=146	16%	N=49	5%	N=15	100%	N=315
Lynchburg as a place to work	14%	N=46	38%	N=123	36%	N=120	12%	N=39	100%	N=329
Lynchburg as a place to visit	19%	N=64	37%	N=125	28%	N=94	16%	N=53	100%	N=336
Lynchburg as a place to retire	27%	N=85	43%	N=136	21%	N=66	9%	N=30	100%	N=317
The overall quality of life in Lynchburg	19%	N=65	57%	N=194	21%	N=71	3%	N=10	100%	N=340

Table 2: Question 2

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Lynchburg	23%	N=80	57%	N=197	15%	N=52	5%	N=16	100%	N=345
Overall ease of getting to the places you usually have to visit	16%	N=52	50%	N=168	24%	N=80	11%	N=37	100%	N=337
Quality of overall natural environment in Lynchburg	22%	N=74	57%	N=196	17%	N=59	4%	N=12	100%	N=341
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	9%	N=31	41%	N=139	34%	N=115	16%	N=53	100%	N=339
Health and wellness opportunities in Lynchburg	18%	N=61	48%	N=162	24%	N=79	10%	N=33	100%	N=336
Overall opportunities for education and enrichment	19%	N=63	52%	N=173	21%	N=70	8%	N=28	100%	N=334
Overall economic health of Lynchburg	9%	N=31	45%	N=151	33%	N=109	13%	N=45	100%	N=336
Sense of community	12%	N=39	38%	N=126	37%	N=123	14%	N=46	100%	N=333
Overall image or reputation of Lynchburg	13%	N=44	46%	N=155	30%	N=102	11%	N=38	100%	N=339

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Lynchburg to someone who asks	36%	N=119	43%	N=144	14%	N=46	8%	N=26	100%	N=335
Remain in Lynchburg for the next five years	49%	N=158	27%	N=89	10%	N=32	14%	N=46	100%	N=325

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	68%	N=231	21%	N=71	8%	N=27	3%	N=9	1%	N=3	100%	N=340
In Lynchburg's downtown/commercial area during the day	37%	N=125	44%	N=150	8%	N=28	7%	N=25	3%	N=9	100%	N=337

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	6%	N=22	38%	N=130	33%	N=112	23%	N=78	100%	N=342
Ease of public parking	9%	N=29	31%	N=105	43%	N=144	17%	N=58	100%	N=336
Ease of travel by car in Lynchburg	14%	N=47	43%	N=142	34%	N=113	9%	N=32	100%	N=333
Ease of travel by public transportation in Lynchburg	9%	N=17	35%	N=63	34%	N=60	22%	N=39	100%	N=178
Ease of travel by bicycle in Lynchburg	7%	N=14	24%	N=52	33%	N=72	37%	N=79	100%	N=217
Ease of walking in Lynchburg	16%	N=49	32%	N=99	32%	N=98	20%	N=63	100%	N=309
Availability of paths and walking trails	28%	N=88	35%	N=110	26%	N=82	11%	N=33	100%	N=314
Air quality	22%	N=74	58%	N=190	17%	N=54	3%	N=10	100%	N=327
Cleanliness of Lynchburg	9%	N=32	57%	N=195	28%	N=97	6%	N=19	100%	N=344
Overall appearance of Lynchburg	10%	N=33	56%	N=186	26%	N=88	8%	N=28	100%	N=335
Public places where people want to spend time	13%	N=42	39%	N=126	34%	N=109	14%	N=47	100%	N=323
Variety of housing options	15%	N=49	42%	N=134	34%	N=109	8%	N=26	100%	N=317
Availability of affordable quality housing	15%	N=48	39%	N=124	36%	N=113	10%	N=32	100%	N=316
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=73	49%	N=159	21%	N=69	7%	N=23	100%	N=324
Recreational opportunities	14%	N=47	44%	N=145	31%	N=102	11%	N=37	100%	N=330
Availability of affordable quality food	19%	N=65	52%	N=177	22%	N=75	7%	N=25	100%	N=342
Availability of affordable quality health care	18%	N=59	44%	N=145	24%	N=80	14%	N=44	100%	N=328
Availability of preventive health services	16%	N=50	50%	N=155	21%	N=64	13%	N=40	100%	N=309
Availability of affordable quality mental health care	11%	N=28	44%	N=107	27%	N=66	17%	N=42	100%	N=244

Table 6: Question 6

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	10%	N=17	44%	N=76	31%	N=54	15%	N=26	100%	N=173
K-12 education	14%	N=32	53%	N=121	26%	N=60	7%	N=16	100%	N=229
Adult educational opportunities	19%	N=50	44%	N=117	28%	N=73	10%	N=26	100%	N=266
Opportunities to attend cultural/arts/music activities	17%	N=55	31%	N=101	33%	N=106	19%	N=60	100%	N=322
Opportunities to participate in religious or spiritual events and activities	42%	N=139	41%	N=134	12%	N=40	5%	N=16	100%	N=329
Employment opportunities	6%	N=19	31%	N=101	42%	N=133	21%	N=66	100%	N=319
Shopping opportunities	11%	N=38	35%	N=120	36%	N=122	18%	N=62	100%	N=341
Cost of living in Lynchburg	19%	N=63	41%	N=136	30%	N=101	10%	N=32	100%	N=332
Overall quality of business and service establishments in Lynchburg	10%	N=34	55%	N=181	28%	N=91	7%	N=24	100%	N=329
Vibrant downtown/commercial area	8%	N=26	30%	N=95	39%	N=127	23%	N=73	100%	N=321
Overall quality of new development in Lynchburg	10%	N=31	42%	N=133	37%	N=115	11%	N=34	100%	N=314
Opportunities to participate in social events and activities	12%	N=38	43%	N=141	26%	N=84	20%	N=64	100%	N=326
Opportunities to volunteer	25%	N=75	47%	N=138	23%	N=68	5%	N=14	100%	N=296
Opportunities to participate in community matters	15%	N=44	46%	N=133	28%	N=82	11%	N=31	100%	N=290
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=32	31%	N=96	39%	N=123	20%	N=62	100%	N=313
Neighborliness of residents in Lynchburg	11%	N=37	45%	N=147	32%	N=103	12%	N=37	100%	N=323

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=83	76%	N=258	100%	N=340
Made efforts to make your home more energy efficient	30%	N=100	70%	N=237	100%	N=337
Observed a code violation or other hazard in Lynchburg	49%	N=165	51%	N=174	100%	N=338
Household member was a victim of a crime in Lynchburg	86%	N=291	14%	N=47	100%	N=338
Reported a crime to the police in Lynchburg	77%	N=260	23%	N=76	100%	N=336
Stocked supplies in preparation for an emergency	57%	N=194	43%	N=145	100%	N=339
Campaigned or advocated for an issue, cause or candidate	73%	N=242	27%	N=91	100%	N=332
Contacted the City of Lynchburg (in-person, phone, email or web) for help or information	47%	N=161	53%	N=181	100%	N=342
Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	84%	N=289	16%	N=55	100%	N=344

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Lynchburg?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Lynchburg recreation centers or their services	9%	N=29	11%	N=38	28%	N=95	53%	N=180	100%	N=342
Visited a neighborhood park or City park	14%	N=48	24%	N=81	36%	N=124	26%	N=91	100%	N=345
Used Lynchburg public libraries or their services	8%	N=27	18%	N=62	22%	N=77	51%	N=175	100%	N=341
Participated in religious or spiritual activities in Lynchburg	25%	N=85	30%	N=101	12%	N=41	33%	N=114	100%	N=342
Attended a City-sponsored event	5%	N=16	9%	N=31	36%	N=124	50%	N=170	100%	N=341
Used bus, rail or other public transportation instead of driving	6%	N=20	3%	N=9	5%	N=18	87%	N=295	100%	N=341
Carpooled with other adults or children instead of driving alone	11%	N=36	10%	N=33	17%	N=57	63%	N=216	100%	N=341
Walked or biked instead of driving	13%	N=44	9%	N=30	17%	N=59	61%	N=209	100%	N=341
Volunteered your time to some group/activity in Lynchburg	9%	N=30	14%	N=48	25%	N=84	53%	N=180	100%	N=342
Participated in a club	6%	N=19	9%	N=31	15%	N=51	70%	N=239	100%	N=339
Talked to or visited with your immediate neighbors	36%	N=123	28%	N=95	22%	N=74	14%	N=48	100%	N=341
Done a favor for a neighbor	21%	N=71	23%	N=80	35%	N=119	21%	N=73	100%	N=342

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	3%	N=10	16%	N=56	81%	N=276	100%	N=342
Watched (online or on television) a local public meeting	2%	N=5	11%	N=37	20%	N=67	68%	N=229	100%	N=338

Table 10: Question 10

Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	27%	N=77	48%	N=138	18%	N=52	7%	N=20	100%	N=287
Fire services	43%	N=113	51%	N=135	6%	N=16	0%	N=1	100%	N=265
Ambulance or emergency medical services	37%	N=102	50%	N=139	10%	N=28	3%	N=7	100%	N=277
Crime prevention	16%	N=43	50%	N=131	24%	N=64	9%	N=24	100%	N=262
Fire prevention and education	18%	N=43	60%	N=137	20%	N=45	2%	N=5	100%	N=230
Traffic enforcement	12%	N=36	47%	N=139	27%	N=81	14%	N=41	100%	N=297

The National Citizen Survey™

Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Total	
Street repair	5%	N=18	24%	N=80	41%	N=137	29%	N=97	100%	N=331
Street cleaning	10%	N=31	35%	N=112	35%	N=112	20%	N=65	100%	N=321
Street lighting	13%	N=43	45%	N=152	33%	N=112	8%	N=28	100%	N=334
Snow removal	12%	N=41	33%	N=110	31%	N=103	24%	N=81	100%	N=335
Sidewalk maintenance	6%	N=19	39%	N=119	39%	N=117	16%	N=48	100%	N=304
Traffic signal timing	9%	N=29	38%	N=125	37%	N=122	16%	N=52	100%	N=329
Bus or transit services	11%	N=18	49%	N=83	20%	N=34	20%	N=34	100%	N=169
Garbage collection	31%	N=94	48%	N=144	18%	N=55	3%	N=9	100%	N=302
Recycling	15%	N=39	41%	N=110	20%	N=53	24%	N=64	100%	N=266
Yard waste pick-up	17%	N=42	45%	N=112	29%	N=73	9%	N=24	100%	N=251
Storm drainage	16%	N=42	52%	N=133	28%	N=73	4%	N=10	100%	N=257
Drinking water	22%	N=70	47%	N=153	22%	N=72	10%	N=31	100%	N=327
Sewer services	18%	N=52	54%	N=152	25%	N=72	3%	N=9	100%	N=285
Utility billing	15%	N=47	45%	N=142	27%	N=84	13%	N=41	100%	N=314
City parks	21%	N=62	47%	N=138	24%	N=71	8%	N=23	100%	N=293
Recreation programs or classes	15%	N=32	50%	N=110	27%	N=60	8%	N=17	100%	N=218
Recreation centers or facilities	14%	N=33	47%	N=106	30%	N=67	9%	N=21	100%	N=227
Land use, planning and zoning	7%	N=16	32%	N=75	42%	N=99	18%	N=42	100%	N=232
Code enforcement (weeds, abandoned buildings, etc.)	3%	N=7	31%	N=73	34%	N=80	31%	N=72	100%	N=232
Animal control	9%	N=23	47%	N=120	31%	N=80	13%	N=33	100%	N=256
Economic development	9%	N=26	36%	N=99	39%	N=105	15%	N=42	100%	N=271
Health services	13%	N=40	47%	N=139	32%	N=94	8%	N=24	100%	N=296
Public library services	20%	N=53	50%	N=133	25%	N=65	5%	N=13	100%	N=264
Public information services	11%	N=28	45%	N=118	38%	N=99	6%	N=15	100%	N=259
Cable television	10%	N=27	26%	N=67	32%	N=81	31%	N=80	100%	N=254
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=28	46%	N=109	34%	N=80	8%	N=19	100%	N=235
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=27	44%	N=107	31%	N=76	14%	N=36	100%	N=246
Lynchburg open space	11%	N=28	44%	N=117	32%	N=84	14%	N=36	100%	N=264
City-sponsored special events	12%	N=29	40%	N=98	39%	N=96	9%	N=22	100%	N=245
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	18%	N=51	52%	N=150	25%	N=72	6%	N=16	100%	N=289

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Lynchburg	14%	N=46	53%	N=170	28%	N=90	4%	N=13	100%	N=318
The Federal Government	5%	N=16	38%	N=113	36%	N=109	21%	N=62	100%	N=300

Table 12: Question 12

Please rate the following categories of Lynchburg government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Lynchburg	9%	N=29	38%	N=121	36%	N=117	17%	N=55	100%	N=322
The overall direction that Lynchburg is taking	12%	N=37	45%	N=141	35%	N=109	9%	N=28	100%	N=315
The job Lynchburg government does at welcoming citizen involvement	11%	N=28	34%	N=87	41%	N=104	14%	N=37	100%	N=255

The National Citizen Survey™

Please rate the following categories of Lynchburg government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Lynchburg government	11%	N=33	35%	N=106	40%	N=121	14%	N=42	100%	N=302
Generally acting in the best interest of the community	11%	N=32	43%	N=131	32%	N=96	14%	N=43	100%	N=301
Being honest	10%	N=28	39%	N=111	38%	N=109	13%	N=37	100%	N=286
Treating all residents fairly	10%	N=28	36%	N=101	35%	N=97	19%	N=54	100%	N=281

Table 13: Question 13

Please rate how important, if at all, you think it is for the Lynchburg community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Lynchburg	38%	N=129	49%	N=168	12%	N=41	2%	N=5	100%	N=343
Overall ease of getting to the places you usually have to visit	30%	N=101	51%	N=171	18%	N=62	1%	N=4	100%	N=338
Quality of overall natural environment in Lynchburg	27%	N=90	51%	N=173	19%	N=65	3%	N=9	100%	N=337
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	29%	N=98	50%	N=170	18%	N=62	4%	N=13	100%	N=342
Health and wellness opportunities in Lynchburg	41%	N=139	41%	N=140	16%	N=54	3%	N=9	100%	N=342
Overall opportunities for education and enrichment	42%	N=142	40%	N=136	13%	N=45	5%	N=18	100%	N=341
Overall economic health of Lynchburg	51%	N=176	41%	N=140	6%	N=22	2%	N=6	100%	N=344
Sense of community	29%	N=99	45%	N=153	24%	N=82	2%	N=6	100%	N=340

Table 14: Question 14

Please indicate how you prefer to receive information about City government and its activities, events and services	Highly preferable		Preferable		Not at all preferable		Total	
City web site (www.lyncburgva.gov)	30%	N=99	46%	N=153	24%	N=81	100%	N=333
Local print media outlets (newspapers, magazines)	28%	N=96	47%	N=160	25%	N=85	100%	N=341
Local electronic media outlets (radio, local television stations)	41%	N=139	45%	N=153	15%	N=50	100%	N=342
The local government Comcast Cable Channel 15	17%	N=58	32%	N=106	51%	N=170	100%	N=334
City Source newsletter in the News & Advance	19%	N=63	51%	N=172	30%	N=100	100%	N=335
City Council meetings and other public meetings	13%	N=44	50%	N=166	37%	N=123	100%	N=333
City communications via social media (i.e. Facebook, Twitter or YouTube)	27%	N=90	34%	N=113	39%	N=130	100%	N=333
Talking with City officials	18%	N=60	44%	N=148	38%	N=126	100%	N=334
Word of mouth	14%	N=48	41%	N=139	44%	N=150	100%	N=338

Table 15: Question 15

Please indicate how important, if at all, each of the following issues will be for the City to address over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Affordable housing	29%	N=99	43%	N=146	21%	N=73	6%	N=21	100%	N=339
Reducing food deserts	20%	N=64	25%	N=80	27%	N=89	29%	N=93	100%	N=325
Maintaining and improving infrastructure	38%	N=128	43%	N=144	16%	N=54	2%	N=8	100%	N=334
Preservation of green space	27%	N=91	48%	N=161	21%	N=71	5%	N=16	100%	N=339
Health and wellness opportunities in Lynchburg	39%	N=134	41%	N=140	16%	N=53	3%	N=11	100%	N=338
Reducing poverty rate	43%	N=147	37%	N=127	14%	N=49	5%	N=16	100%	N=339
Workforce training	41%	N=140	41%	N=140	13%	N=46	4%	N=13	100%	N=339

The National Citizen Survey™

Table 16: Question 16

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Lynchburg:	Essential		Very important		Somewhat important		Not at all important		Total	
Actively engaged citizens	27%	N=91	48%	N=161	22%	N=73	4%	N=14	100%	N=338
Arts and culture	26%	N=79	38%	N=113	30%	N=91	6%	N=17	100%	N=300
Economic development	41%	N=136	41%	N=137	16%	N=55	2%	N=8	100%	N=336
Education	51%	N=169	39%	N=129	9%	N=28	1%	N=5	100%	N=331
Health and wellness opportunities in Lynchburg	40%	N=135	45%	N=153	12%	N=43	3%	N=11	100%	N=341
Recreation opportunities	29%	N=98	47%	N=159	21%	N=71	2%	N=8	100%	N=336
Safe neighborhoods	55%	N=190	38%	N=129	6%	N=20	1%	N=4	100%	N=343

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	21%	N=74	14%	N=47	18%	N=62	15%	N=52	31%	N=108	100%	N=342
Purchase goods or services from a business located in Lynchburg	1%	N=3	2%	N=6	14%	N=47	56%	N=190	27%	N=93	100%	N=340
Eat at least 5 portions of fruits and vegetables a day	6%	N=19	18%	N=64	33%	N=114	31%	N=106	12%	N=43	100%	N=345
Participate in moderate or vigorous physical activity	3%	N=9	17%	N=59	31%	N=107	30%	N=104	19%	N=65	100%	N=344
Read or watch local news (via television, paper, computer, etc.)	3%	N=9	11%	N=38	24%	N=83	24%	N=82	39%	N=133	100%	N=345
Vote in local elections	15%	N=53	8%	N=27	12%	N=41	13%	N=45	52%	N=179	100%	N=344

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	19%	N=65
Very good	41%	N=142
Good	27%	N=93
Fair	9%	N=30
Poor	4%	N=15
Total	100%	N=344

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	4%	N=14
Somewhat positive	26%	N=87
Neutral	54%	N=183
Somewhat negative	14%	N=47
Very negative	2%	N=6
Total	100%	N=337

The National Citizen Survey™

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	52%	N=176
Working part time for pay	7%	N=24
Unemployed, looking for paid work	7%	N=24
Unemployed, not looking for paid work	5%	N=16
Fully retired	29%	N=97
Total	100%	N=338

Table 21: Question D5

Do you work inside the boundaries of Lynchburg?	Percent	Number
Yes, outside the home	56%	N=180
Yes, from home	4%	N=14
No	39%	N=126
Total	100%	N=320

Table 22: Question D6

How many years have you lived in Lynchburg?	Percent	Number
Less than 2 years	11%	N=37
2 to 5 years	15%	N=53
6 to 10 years	14%	N=48
11 to 20 years	18%	N=63
More than 20 years	43%	N=148
Total	100%	N=348

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	39%	N=136
Building with two or more homes (duplex, townhome, apartment or condominium)	54%	N=188
Mobile home	0%	N=0
Other	6%	N=21
Total	100%	N=346

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	47%	N=162
Owned	53%	N=180
Total	100%	N=342

The National Citizen Survey™

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=23
\$300 to \$599 per month	21%	N=69
\$600 to \$999 per month	42%	N=138
\$1,000 to \$1,499 per month	16%	N=52
\$1,500 to \$2,499 per month	9%	N=28
\$2,500 or more per month	5%	N=17
Total	100%	N=328

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	77%	N=266
Yes	23%	N=81
Total	100%	N=347

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	66%	N=228
Yes	34%	N=120
Total	100%	N=347

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	27%	N=89
\$25,000 to \$49,999	28%	N=93
\$50,000 to \$99,999	30%	N=100
\$100,000 to \$149,999	9%	N=31
\$150,000 or more	5%	N=17
Total	100%	N=330

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=320
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=14
Total	100%	N=334

The National Citizen Survey™

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	4%	N=14
Black or African American	23%	N=79
White	70%	N=238
Other	5%	N=16

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=23
25 to 34 years	27%	N=92
35 to 44 years	11%	N=39
45 to 54 years	19%	N=67
55 to 64 years	8%	N=28
65 to 74 years	15%	N=52
75 years or older	13%	N=44
Total	100%	N=345

Table 32: Question D16

What is your sex?	Percent	Number
Female	55%	N=190
Male	45%	N=156
Total	100%	N=346

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=212
Land line	19%	N=67
Both	20%	N=70
Total	100%	N=348

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Lynchburg as a place to live	29%	N=100	51%	N=179	17%	N=60	2%	N=7	1%	N=3	100%	N=348
Your neighborhood as a place to live	30%	N=103	47%	N=161	20%	N=69	3%	N=11	1%	N=3	100%	N=346
Lynchburg as a place to raise children	30%	N=105	42%	N=146	14%	N=49	4%	N=15	9%	N=31	100%	N=345
Lynchburg as a place to work	14%	N=46	36%	N=123	35%	N=120	11%	N=39	4%	N=14	100%	N=343
Lynchburg as a place to visit	19%	N=64	36%	N=125	27%	N=94	15%	N=53	3%	N=9	100%	N=345
Lynchburg as a place to retire	25%	N=85	40%	N=136	19%	N=66	9%	N=30	8%	N=26	100%	N=343
The overall quality of life in Lynchburg	19%	N=65	56%	N=194	21%	N=71	3%	N=10	1%	N=5	100%	N=345

Table 35: Question 2

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Lynchburg	23%	N=80	57%	N=197	15%	N=52	5%	N=16	1%	N=3	100%	N=348
Overall ease of getting to the places you usually have to visit	15%	N=52	48%	N=168	23%	N=80	11%	N=37	3%	N=10	100%	N=347
Quality of overall natural environment in Lynchburg	21%	N=74	57%	N=196	17%	N=59	4%	N=12	1%	N=5	100%	N=346
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	9%	N=31	40%	N=139	33%	N=115	15%	N=53	2%	N=7	100%	N=346
Health and wellness opportunities in Lynchburg	18%	N=61	47%	N=162	23%	N=79	10%	N=33	3%	N=9	100%	N=345
Overall opportunities for education and enrichment	18%	N=63	50%	N=173	20%	N=70	8%	N=28	3%	N=12	100%	N=346
Overall economic health of Lynchburg	9%	N=31	44%	N=151	32%	N=109	13%	N=45	3%	N=11	100%	N=347
Sense of community	11%	N=39	37%	N=126	36%	N=123	13%	N=46	2%	N=8	100%	N=341
Overall image or reputation of Lynchburg	13%	N=44	45%	N=155	30%	N=102	11%	N=38	2%	N=5	100%	N=345

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Lynchburg to someone who asks	35%	N=119	42%	N=144	13%	N=46	8%	N=26	2%	N=6	100%	N=341
Remain in Lynchburg for the next five years	47%	N=158	26%	N=89	9%	N=32	14%	N=46	4%	N=14	100%	N=339

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	67%	N=231	21%	N=71	8%	N=27	3%	N=9	1%	N=3	1%	N=3	100%	N=344
In Lynchburg's downtown/commercial area during the day	36%	N=125	43%	N=150	8%	N=28	7%	N=25	3%	N=9	2%	N=9	100%	N=346

Table 38: Question 5

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	6%	N=22	38%	N=130	32%	N=112	23%	N=78	1%	N=4	100%	N=346
Ease of public parking	8%	N=29	31%	N=105	42%	N=144	17%	N=58	2%	N=9	100%	N=345
Ease of travel by car in Lynchburg	14%	N=47	42%	N=142	33%	N=113	9%	N=32	2%	N=6	100%	N=340

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by public transportation in Lynchburg	5%	N=17	19%	N=63	18%	N=60	11%	N=39	47%	N=161	100%	N=339
Ease of travel by bicycle in Lynchburg	4%	N=14	15%	N=52	21%	N=72	23%	N=79	37%	N=129	100%	N=345
Ease of walking in Lynchburg	14%	N=49	29%	N=99	28%	N=98	18%	N=63	10%	N=34	100%	N=343
Availability of paths and walking trails	26%	N=88	32%	N=110	24%	N=82	10%	N=33	9%	N=31	100%	N=345
Air quality	21%	N=74	55%	N=190	16%	N=54	3%	N=10	5%	N=17	100%	N=345
Cleanliness of Lynchburg	9%	N=32	56%	N=195	28%	N=97	6%	N=19	1%	N=3	100%	N=346
Overall appearance of Lynchburg	10%	N=33	55%	N=186	26%	N=88	8%	N=28	2%	N=6	100%	N=341
Public places where people want to spend time	12%	N=42	36%	N=126	31%	N=109	13%	N=47	7%	N=23	100%	N=346
Variety of housing options	14%	N=49	39%	N=134	32%	N=109	7%	N=26	8%	N=27	100%	N=344
Availability of affordable quality housing	14%	N=48	36%	N=124	33%	N=113	9%	N=32	9%	N=30	100%	N=346
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=73	46%	N=159	20%	N=69	7%	N=23	6%	N=21	100%	N=346
Recreational opportunities	14%	N=47	42%	N=145	29%	N=102	11%	N=37	5%	N=16	100%	N=346
Availability of affordable quality food	19%	N=65	51%	N=177	22%	N=75	7%	N=25	1%	N=4	100%	N=347
Availability of affordable quality health care	17%	N=59	42%	N=145	23%	N=80	13%	N=44	5%	N=19	100%	N=347
Availability of preventive health services	14%	N=50	45%	N=155	19%	N=64	12%	N=40	10%	N=35	100%	N=344
Availability of affordable quality mental health care	8%	N=28	31%	N=107	19%	N=66	12%	N=42	29%	N=101	100%	N=345

Table 39: Question 6

Please rate each of the following characteristics as they relate to Lynchburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	5%	N=17	22%	N=76	16%	N=54	7%	N=26	50%	N=171	100%	N=344
K-12 education	9%	N=32	35%	N=121	18%	N=60	5%	N=16	33%	N=113	100%	N=341
Adult educational opportunities	15%	N=50	35%	N=117	22%	N=73	8%	N=26	21%	N=69	100%	N=336
Opportunities to attend cultural/arts/music activities	16%	N=55	30%	N=101	31%	N=106	18%	N=60	6%	N=20	100%	N=342
Opportunities to participate in religious or spiritual events and activities	41%	N=139	39%	N=134	12%	N=40	5%	N=16	4%	N=14	100%	N=343
Employment opportunities	6%	N=19	29%	N=101	39%	N=133	19%	N=66	7%	N=23	100%	N=343
Shopping opportunities	11%	N=38	35%	N=120	36%	N=122	18%	N=62	0%	N=1	100%	N=342
Cost of living in Lynchburg	19%	N=63	40%	N=136	30%	N=101	10%	N=32	1%	N=3	100%	N=336
Overall quality of business and service establishments in Lynchburg	10%	N=34	53%	N=181	27%	N=91	7%	N=24	3%	N=11	100%	N=340
Vibrant downtown/commercial area	8%	N=26	28%	N=95	37%	N=127	22%	N=73	5%	N=17	100%	N=339
Overall quality of new development in Lynchburg	9%	N=31	39%	N=133	34%	N=115	10%	N=34	8%	N=27	100%	N=341
Opportunities to participate in social events and activities	11%	N=38	41%	N=141	24%	N=84	19%	N=64	5%	N=17	100%	N=343
Opportunities to volunteer	22%	N=75	40%	N=138	20%	N=68	4%	N=14	14%	N=46	100%	N=342
Opportunities to participate in community matters	13%	N=44	40%	N=133	25%	N=82	9%	N=31	13%	N=44	100%	N=335
Openness and acceptance of the community toward people of diverse backgrounds	9%	N=32	28%	N=96	36%	N=123	18%	N=62	8%	N=27	100%	N=339
Neighborliness of residents in Lynchburg	11%	N=37	43%	N=147	30%	N=103	11%	N=37	5%	N=17	100%	N=340

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=83	76%	N=258	100%	N=340
Made efforts to make your home more energy efficient	30%	N=100	70%	N=237	100%	N=337
Observed a code violation or other hazard in Lynchburg	49%	N=165	51%	N=174	100%	N=338

The National Citizen Survey™

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Lynchburg	86%	N=291	14%	N=47	100%	N=338
Reported a crime to the police in Lynchburg	77%	N=260	23%	N=76	100%	N=336
Stocked supplies in preparation for an emergency	57%	N=194	43%	N=145	100%	N=339
Campaigned or advocated for an issue, cause or candidate	73%	N=242	27%	N=91	100%	N=332
Contacted the City of Lynchburg (in-person, phone, email or web) for help or information	47%	N=161	53%	N=181	100%	N=342
Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	84%	N=289	16%	N=55	100%	N=344

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Lynchburg?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Lynchburg recreation centers or their services	9%	N=29	11%	N=38	28%	N=95	53%	N=180	100%	N=342
Visited a neighborhood park or City park	14%	N=48	24%	N=81	36%	N=124	26%	N=91	100%	N=345
Used Lynchburg public libraries or their services	8%	N=27	18%	N=62	22%	N=77	51%	N=175	100%	N=341
Participated in religious or spiritual activities in Lynchburg	25%	N=85	30%	N=101	12%	N=41	33%	N=114	100%	N=342
Attended a City-sponsored event	5%	N=16	9%	N=31	36%	N=124	50%	N=170	100%	N=341
Used bus, rail or other public transportation instead of driving	6%	N=20	3%	N=9	5%	N=18	87%	N=295	100%	N=341
Carpooled with other adults or children instead of driving alone	11%	N=36	10%	N=33	17%	N=57	63%	N=216	100%	N=341
Walked or biked instead of driving	13%	N=44	9%	N=30	17%	N=59	61%	N=209	100%	N=341
Volunteered your time to some group/activity in Lynchburg	9%	N=30	14%	N=48	25%	N=84	53%	N=180	100%	N=342
Participated in a club	6%	N=19	9%	N=31	15%	N=51	70%	N=239	100%	N=339
Talked to or visited with your immediate neighbors	36%	N=123	28%	N=95	22%	N=74	14%	N=48	100%	N=341
Done a favor for a neighbor	21%	N=71	23%	N=80	35%	N=119	21%	N=73	100%	N=342

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	3%	N=10	16%	N=56	81%	N=276	100%	N=342
Watched (online or on television) a local public meeting	2%	N=5	11%	N=37	20%	N=67	68%	N=229	100%	N=338

Table 43: Question 10

Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	23%	N=77	41%	N=138	15%	N=52	6%	N=20	15%	N=52	100%	N=339
Fire services	33%	N=113	40%	N=135	5%	N=16	0%	N=1	22%	N=74	100%	N=338
Ambulance or emergency medical services	30%	N=102	41%	N=139	8%	N=28	2%	N=7	18%	N=61	100%	N=338
Crime prevention	13%	N=43	39%	N=131	19%	N=64	7%	N=24	22%	N=72	100%	N=333
Fire prevention and education	13%	N=43	42%	N=137	14%	N=45	1%	N=5	30%	N=100	100%	N=330
Traffic enforcement	11%	N=36	41%	N=139	24%	N=81	12%	N=41	12%	N=39	100%	N=336
Street repair	5%	N=18	24%	N=80	41%	N=137	29%	N=97	2%	N=6	100%	N=337
Street cleaning	9%	N=31	33%	N=112	33%	N=112	19%	N=65	5%	N=18	100%	N=338
Street lighting	13%	N=43	45%	N=152	33%	N=112	8%	N=28	1%	N=4	100%	N=339
Snow removal	12%	N=41	32%	N=110	30%	N=103	24%	N=81	1%	N=5	100%	N=340

The National Citizen Survey™

Please rate the quality of each of the following services in Lynchburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Sidewalk maintenance	6%	N=19	35%	N=119	35%	N=117	14%	N=48	10%	N=35	100%	N=339
Traffic signal timing	9%	N=29	37%	N=125	36%	N=122	16%	N=52	2%	N=8	100%	N=337
Bus or transit services	5%	N=18	24%	N=83	10%	N=34	10%	N=34	50%	N=170	100%	N=339
Garbage collection	28%	N=94	42%	N=144	16%	N=55	3%	N=9	11%	N=38	100%	N=340
Recycling	11%	N=39	32%	N=110	16%	N=53	19%	N=64	22%	N=73	100%	N=339
Yard waste pick-up	13%	N=42	33%	N=112	22%	N=73	7%	N=24	25%	N=84	100%	N=335
Storm drainage	12%	N=42	40%	N=133	22%	N=73	3%	N=10	23%	N=77	100%	N=334
Drinking water	21%	N=70	45%	N=153	21%	N=72	9%	N=31	4%	N=13	100%	N=340
Sewer services	15%	N=52	45%	N=152	21%	N=72	3%	N=9	15%	N=51	100%	N=336
Utility billing	14%	N=47	42%	N=142	25%	N=84	12%	N=41	7%	N=23	100%	N=338
City parks	18%	N=62	41%	N=138	21%	N=71	7%	N=23	14%	N=46	100%	N=339
Recreation programs or classes	10%	N=32	33%	N=110	18%	N=60	5%	N=17	35%	N=115	100%	N=333
Recreation centers or facilities	10%	N=33	32%	N=106	20%	N=67	6%	N=21	31%	N=103	100%	N=330
Land use, planning and zoning	5%	N=16	23%	N=75	30%	N=99	13%	N=42	30%	N=100	100%	N=332
Code enforcement (weeds, abandoned buildings, etc.)	2%	N=7	22%	N=73	24%	N=80	22%	N=72	31%	N=102	100%	N=334
Animal control	7%	N=23	35%	N=120	24%	N=80	10%	N=33	24%	N=82	100%	N=338
Economic development	8%	N=26	30%	N=99	31%	N=105	13%	N=42	19%	N=62	100%	N=334
Health services	12%	N=40	41%	N=139	28%	N=94	7%	N=24	12%	N=40	100%	N=336
Public library services	16%	N=53	40%	N=133	20%	N=65	4%	N=13	21%	N=71	100%	N=335
Public information services	8%	N=28	36%	N=118	30%	N=99	4%	N=15	22%	N=72	100%	N=331
Cable television	8%	N=27	20%	N=67	24%	N=81	24%	N=80	24%	N=81	100%	N=335
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=28	33%	N=109	24%	N=80	6%	N=19	30%	N=100	100%	N=334
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=27	33%	N=107	23%	N=76	11%	N=36	25%	N=83	100%	N=329
Lynchburg open space	8%	N=28	35%	N=117	25%	N=84	11%	N=36	21%	N=70	100%	N=334
City-sponsored special events	9%	N=29	30%	N=98	29%	N=96	7%	N=22	25%	N=83	100%	N=328
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	15%	N=51	45%	N=150	22%	N=72	5%	N=16	13%	N=44	100%	N=333

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Lynchburg	14%	N=46	50%	N=170	27%	N=90	4%	N=13	6%	N=20	100%	N=338
The Federal Government	5%	N=16	34%	N=113	32%	N=109	18%	N=62	11%	N=38	100%	N=338

The National Citizen Survey™

Table 45: Question 12

Please rate the following categories of Lynchburg government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Lynchburg	8%	N=29	36%	N=121	34%	N=117	16%	N=55	5%	N=18	100%	N=339
The overall direction that Lynchburg is taking	11%	N=37	42%	N=141	32%	N=109	8%	N=28	7%	N=22	100%	N=337
The job Lynchburg government does at welcoming citizen involvement	8%	N=28	26%	N=87	31%	N=104	11%	N=37	24%	N=83	100%	N=338
Overall confidence in Lynchburg government	10%	N=33	32%	N=106	36%	N=121	12%	N=42	10%	N=33	100%	N=335
Generally acting in the best interest of the community	9%	N=32	39%	N=131	28%	N=96	13%	N=43	11%	N=37	100%	N=337
Being honest	8%	N=28	33%	N=111	32%	N=109	11%	N=37	16%	N=53	100%	N=339
Treating all residents fairly	8%	N=28	30%	N=101	28%	N=97	16%	N=54	18%	N=60	100%	N=341

Table 46: Question 13

Please rate how important, if at all, you think it is for the Lynchburg community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Lynchburg	38%	N=129	49%	N=168	12%	N=41	2%	N=5	100%	N=343
Overall ease of getting to the places you usually have to visit	30%	N=101	51%	N=171	18%	N=62	1%	N=4	100%	N=338
Quality of overall natural environment in Lynchburg	27%	N=90	51%	N=173	19%	N=65	3%	N=9	100%	N=337
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	29%	N=98	50%	N=170	18%	N=62	4%	N=13	100%	N=342
Health and wellness opportunities in Lynchburg	41%	N=139	41%	N=140	16%	N=54	3%	N=9	100%	N=342
Overall opportunities for education and enrichment	42%	N=142	40%	N=136	13%	N=45	5%	N=18	100%	N=341
Overall economic health of Lynchburg	51%	N=176	41%	N=140	6%	N=22	2%	N=6	100%	N=344
Sense of community	29%	N=99	45%	N=153	24%	N=82	2%	N=6	100%	N=340

Table 47: Question 14

Please indicate how you prefer to receive information about City government and its activities, events and services	Highly preferable		Preferable		Not at all preferable		Total	
City web site (www.lyncburgva.gov)	30%	N=99	46%	N=153	24%	N=81	100%	N=333
Local print media outlets (newspapers, magazines)	28%	N=96	47%	N=160	25%	N=85	100%	N=341
Local electronic media outlets (radio, local television stations)	41%	N=139	45%	N=153	15%	N=50	100%	N=342
The local government Comcast Cable Channel 15	17%	N=58	32%	N=106	51%	N=170	100%	N=334
City Source newsletter in the News & Advance	19%	N=63	51%	N=172	30%	N=100	100%	N=335
City Council meetings and other public meetings	13%	N=44	50%	N=166	37%	N=123	100%	N=333
City communications via social media (i.e. Facebook, Twitter or YouTube)	27%	N=90	34%	N=113	39%	N=130	100%	N=333
Talking with City officials	18%	N=60	44%	N=148	38%	N=126	100%	N=334
Word of mouth	14%	N=48	41%	N=139	44%	N=150	100%	N=338

Table 48: Question 15

Please indicate how important, if at all, each of the following issues will be for the City to address over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Affordable housing	29%	N=99	43%	N=146	21%	N=73	6%	N=21	100%	N=339
Reducing food deserts	20%	N=64	25%	N=80	27%	N=89	29%	N=93	100%	N=325
Maintaining and improving infrastructure	38%	N=128	43%	N=144	16%	N=54	2%	N=8	100%	N=334
Preservation of green space	27%	N=91	48%	N=161	21%	N=71	5%	N=16	100%	N=339
Health and wellness opportunities in Lynchburg	39%	N=134	41%	N=140	16%	N=53	3%	N=11	100%	N=338

The National Citizen Survey™

Please indicate how important, if at all, each of the following issues will be for the City to address over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Reducing poverty rate	43%	N=147	37%	N=127	14%	N=49	5%	N=16	100%	N=339
Workforce training	41%	N=140	41%	N=140	13%	N=46	4%	N=13	100%	N=339

Table 49: Question 16

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Lynchburg:	Essential		Very important		Somewhat important		Not at all important		Total	
Actively engaged citizens	27%	N=91	48%	N=161	22%	N=73	4%	N=14	100%	N=338
Arts and culture	26%	N=79	38%	N=113	30%	N=91	6%	N=17	100%	N=300
Economic development	41%	N=136	41%	N=137	16%	N=55	2%	N=8	100%	N=336
Education	51%	N=169	39%	N=129	9%	N=28	1%	N=5	100%	N=331
Health and wellness opportunities in Lynchburg	40%	N=135	45%	N=153	12%	N=43	3%	N=11	100%	N=341
Recreation opportunities	29%	N=98	47%	N=159	21%	N=71	2%	N=8	100%	N=336
Safe neighborhoods	55%	N=190	38%	N=129	6%	N=20	1%	N=4	100%	N=343

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	21%	N=74	14%	N=47	18%	N=62	15%	N=52	31%	N=108	100%	N=342
Purchase goods or services from a business located in Lynchburg	1%	N=3	2%	N=6	14%	N=47	56%	N=190	27%	N=93	100%	N=340
Eat at least 5 portions of fruits and vegetables a day	6%	N=19	18%	N=64	33%	N=114	31%	N=106	12%	N=43	100%	N=345
Participate in moderate or vigorous physical activity	3%	N=9	17%	N=59	31%	N=107	30%	N=104	19%	N=65	100%	N=344
Read or watch local news (via television, paper, computer, etc.)	3%	N=9	11%	N=38	24%	N=83	24%	N=82	39%	N=133	100%	N=345
Vote in local elections	15%	N=53	8%	N=27	12%	N=41	13%	N=45	52%	N=179	100%	N=344

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	19%	N=65
Very good	41%	N=142
Good	27%	N=93
Fair	9%	N=30
Poor	4%	N=15
Total	100%	N=344

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	4%	N=14
Somewhat positive	26%	N=87
Neutral	54%	N=183
Somewhat negative	14%	N=47
Very negative	2%	N=6
Total	100%	N=337

The National Citizen Survey™

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	52%	N=176
Working part time for pay	7%	N=24
Unemployed, looking for paid work	7%	N=24
Unemployed, not looking for paid work	5%	N=16
Fully retired	29%	N=97
Total	100%	N=338

Table 54: Question D5

Do you work inside the boundaries of Lynchburg?	Percent	Number
Yes, outside the home	56%	N=180
Yes, from home	4%	N=14
No	39%	N=126
Total	100%	N=320

Table 55: Question D6

How many years have you lived in Lynchburg?	Percent	Number
Less than 2 years	11%	N=37
2 to 5 years	15%	N=53
6 to 10 years	14%	N=48
11 to 20 years	18%	N=63
More than 20 years	43%	N=148
Total	100%	N=348

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	39%	N=136
Building with two or more homes (duplex, townhome, apartment or condominium)	54%	N=188
Mobile home	0%	N=0
Other	6%	N=21
Total	100%	N=346

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	47%	N=162
Owned	53%	N=180
Total	100%	N=342

The National Citizen Survey™

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=23
\$300 to \$599 per month	21%	N=69
\$600 to \$999 per month	42%	N=138
\$1,000 to \$1,499 per month	16%	N=52
\$1,500 to \$2,499 per month	9%	N=28
\$2,500 or more per month	5%	N=17
Total	100%	N=328

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	77%	N=266
Yes	23%	N=81
Total	100%	N=347

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	66%	N=228
Yes	34%	N=120
Total	100%	N=347

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	27%	N=89
\$25,000 to \$49,999	28%	N=93
\$50,000 to \$99,999	30%	N=100
\$100,000 to \$149,999	9%	N=31
\$150,000 or more	5%	N=17
Total	100%	N=330

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=320
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=14
Total	100%	N=334

The National Citizen Survey™

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	4%	N=14
Black or African American	23%	N=79
White	70%	N=238
Other	5%	N=16

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=23
25 to 34 years	27%	N=92
35 to 44 years	11%	N=39
45 to 54 years	19%	N=67
55 to 64 years	8%	N=28
65 to 74 years	15%	N=52
75 years or older	13%	N=44
Total	100%	N=345

Table 65: Question D16

What is your sex?	Percent	Number
Female	55%	N=190
Male	45%	N=156
Total	100%	N=346

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=212
Land line	19%	N=67
Both	20%	N=70
Total	100%	N=348

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Lynchburg chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions in the Southern region with populations from 50,000 to 100,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Lynchburg's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Lynchburg's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Lynchburg's rating to the benchmark.

In that final column, Lynchburg's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Lynchburg residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Lynchburg	76%	271	376	Similar
Overall image or reputation of Lynchburg	59%	211	288	Similar
Lynchburg as a place to live	81%	232	328	Similar
Your neighborhood as a place to live	77%	172	255	Similar
Lynchburg as a place to raise children	80%	180	320	Similar
Lynchburg as a place to retire	70%	123	304	Similar
Overall appearance of Lynchburg	65%	222	300	Similar

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Lynchburg	80%	125	205	Similar
	In your neighborhood during the day	89%	176	291	Similar
	In Lynchburg's downtown/commercial area during the day	82%	207	246	Similar
	Overall ease of getting to the places you usually have to visit	65%	103	123	Similar
Mobility	Availability of paths and walking trails	63%	113	253	Similar
	Ease of walking in Lynchburg	48%	196	241	Lower
	Ease of travel by bicycle in Lynchburg	30%	228	245	Lower
	Ease of travel by public transportation in Lynchburg	45%	52	113	Similar
	Ease of travel by car in Lynchburg	57%	168	242	Similar
	Ease of public parking	40%	72	99	Similar
	Traffic flow on major streets	44%	203	284	Similar
	Quality of overall natural environment in Lynchburg	79%	117	228	Similar
	Cleanliness of Lynchburg	66%	158	219	Similar
	Air quality	80%	88	203	Similar
Built Environment	Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	50%	93	118	Similar
	Overall quality of new development in Lynchburg	52%	149	234	Similar
	Availability of affordable quality housing	54%	62	246	Similar
	Variety of housing options	58%	109	224	Similar
	Public places where people want to spend time	52%	82	110	Similar
	Overall economic health of Lynchburg	54%	83	123	Similar
Economy	Vibrant downtown/commercial area	38%	62	108	Similar
	Overall quality of business and service establishments in Lynchburg	65%	122	219	Similar
	Cost of living in Lynchburg	60%	10	116	Higher
	Shopping opportunities	46%	169	244	Similar
	Employment opportunities	38%	120	257	Similar
	Lynchburg as a place to visit	56%	87	129	Similar
	Lynchburg as a place to work	52%	207	297	Similar
	Health and wellness opportunities in Lynchburg	67%	81	120	Similar
	Availability of affordable quality mental health care	55%	40	102	Similar
	Availability of preventive health services	66%	94	181	Similar
Recreation and Wellness	Availability of affordable quality health care	62%	101	211	Similar
	Availability of affordable quality food	71%	83	181	Similar
	Recreational opportunities	58%	181	252	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	54	114	Similar
	Overall opportunities for education and enrichment	71%	65	117	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	32	166	Similar
	Opportunities to attend cultural/arts/music activities	48%	145	243	Similar
	Adult educational opportunities	63%	45	105	Similar
	K-12 education	67%	145	210	Similar
	Availability of affordable quality child care/preschool	54%	100	210	Similar
	Opportunities to participate in social events and activities	55%	161	208	Similar
	Neighborhoodness of Lynchburg	57%	74	112	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	41%	217	236	Lower
	Opportunities to participate in community matters	61%	126	218	Similar
	Opportunities to volunteer	72%	94	214	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Lynchburg	68%	254	368	Similar
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	70%	237	304	Similar
Value of services for the taxes paid to Lynchburg	47%	241	337	Similar
Overall direction that Lynchburg is taking	56%	153	271	Similar
Job Lynchburg government does at welcoming citizen involvement	45%	162	257	Similar
Overall confidence in Lynchburg government	46%	68	118	Similar
Generally acting in the best interest of the community	54%	66	117	Similar
Being honest	49%	67	115	Similar
Treating all residents fairly	46%	74	117	Similar
Services provided by the Federal Government	43%	70	201	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	75%	252	358	Similar
	Fire services	94%	139	293	Similar
	Ambulance or emergency medical services	87%	200	290	Similar
	Crime prevention	66%	195	295	Similar
	Fire prevention and education	78%	161	236	Similar
	Animal control	56%	218	280	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	150	230	Similar
	Traffic enforcement	59%	244	314	Similar
	Street repair	29%	289	357	Lower
	Street cleaning	45%	222	259	Lower
	Street lighting	58%	141	261	Similar
	Snow removal	45%	220	249	Lower
	Sidewalk maintenance	46%	193	263	Similar
	Traffic signal timing	47%	124	203	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Bus or transit services	60%	98	179	Similar
	Garbage collection	79%	217	291	Similar
	Recycling	56%	283	301	Lower
	Yard waste pick-up	61%	188	219	Similar
	Drinking water	68%	179	276	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	152	210	Similar
	Lynchburg open space	55%	79	112	Similar
Built Environment	Storm drainage	68%	121	302	Similar
	Sewer services	72%	186	265	Similar
	Utility billing	60%	86	107	Similar
	Land use, planning and zoning	39%	183	244	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	35%	259	299	Lower
	Cable television	37%	149	157	Lower
Economy	Economic development	46%	138	233	Similar
Recreation and Wellness	City parks	68%	230	268	Similar
	Recreation programs or classes	65%	207	276	Similar
	Recreation centers or facilities	61%	172	227	Similar
	Health services	60%	112	157	Similar
	City-sponsored special events	52%	100	123	Similar
Education and Enrichment	Public library services	70%	262	282	Lower
Community Engagement	Public information services	56%	178	233	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	50%	208	256	Similar
Recommend living in Lynchburg to someone who asks	79%	176	227	Similar
Remain in Lynchburg for the next five years	76%	189	223	Similar
Contacted Lynchburg (in-person, phone, email or web) for help or information	53%	58	260	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	43%	32	104	Similar
	Did NOT report a crime to the police	77%	62	113	Similar
	Household member was NOT a victim of a crime	86%	158	221	Similar
	Used bus, rail or other public transportation instead of driving	13%	66	96	Lower
Mobility	Carpooled with other adults or children instead of driving alone	37%	89	110	Similar
	Walked or biked instead of driving	39%	102	114	Lower
	Made efforts to conserve water	76%	86	105	Similar
Natural Environment	Made efforts to make your home more energy efficient	70%	96	105	Similar
	Recycle at home	65%	195	208	Much lower

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	Did NOT observe a code violation or other hazard in Lynchburg	49%	64	106	Similar
	NOT experiencing housing costs stress	66%	123	205	Similar
Economy	Purchase goods or services from a business located in Lynchburg	97%	54	110	Similar
	Economy will have positive impact on income	30%	61	207	Similar
	Work inside boundaries of Lynchburg	61%	21	110	Higher
Recreation and Wellness	Used Lynchburg recreation centers or their services	47%	166	191	Similar
	Visited a neighborhood park or City park	74%	201	223	Similar
	Eat at least 5 portions of fruits and vegetables a day	76%	101	107	Similar
	Participate in moderate or vigorous physical activity	80%	89	108	Similar
	In very good to excellent health	60%	85	109	Similar
Education and Enrichment	Used Lynchburg public libraries or their services	49%	186	195	Lower
	Participated in religious or spiritual activities in Lynchburg	67%	14	162	Higher
	Attended City-sponsored event	50%	62	112	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	27%	21	102	Similar
	Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	16%	57	109	Similar
	Volunteered your time to some group/activity in Lynchburg	47%	72	214	Similar
	Participated in a club	30%	78	189	Similar
	Talked to or visited with your immediate neighbors	86%	90	110	Similar
	Done a favor for a neighbor	79%	76	106	Similar
	Attended a local public meeting	19%	132	214	Similar
	Watched (online or on television) a local public meeting	32%	67	179	Similar
	Read or watch local news (via television, paper, computer, etc.)	86%	61	109	Similar
	Vote in local elections	77%	135	207	Similar

Communities included in national comparisons

The communities included in Lynchburg's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO441,603
 Airway Heights city, WA 6,114
 Albany city, OR 50,158
 Albemarle County, VA..... 98,970
 Albert Lea city, MN..... 18,016
 Algonquin village, IL..... 30,046
 Aliso Viejo city, CA 47,823
 Altoona city, IA 14,541
 American Canyon city, CA..... 19,454
 Ames city, IA 58,965
 Andover CDP, MA..... 8,762
 Ankeny city, IA 45,582
 Ann Arbor city, MI.....113,934
 Annapolis city, MD 38,394
 Apple Valley town, CA 69,135

Arapahoe County, CO572,003
 Arkansas City city, AR..... 366
 Arlington city, TX365,438
 Arlington County, VA.....207,627
 Arvada city, CO106,433
 Asheville city, NC 83,393
 Ashland city, OR 20,078
 Ashland town, VA..... 7,225
 Auburn city, AL 53,380
 Auburn city, WA..... 70,180
 Augusta CCD, GA134,777
 Aurora city, CO325,078
 Austin city, TX790,390
 Bainbridge Island city, WA..... 23,025
 Baltimore city, MD.....620,961

The National Citizen Survey™

Battle Creek city, MI.....	52,347	Collinsville city, IL	25,579
Bay City city, MI.....	34,932	Columbia city, MO.....	108,500
Baytown city, TX.....	71,802	Columbia city, SC.....	129,272
Bedford city, TX.....	46,979	Columbus city, WI.....	4,991
Bedford town, MA	13,320	Commerce City city, CO.....	45,913
Bellevue city, WA	122,363	Concord city, CA	122,067
Bellingham city, WA	80,885	Concord town, MA.....	17,668
Beltrami County, MN	44,442	Cookeville city, TN	30,435
Benbrook city, TX.....	21,234	Coon Rapids city, MN	61,476
Bend city, OR.....	76,639	Copperas Cove city, TX.....	32,032
Benicia city, CA	26,997	Coronado city, CA	18,912
Bettendorf city, IA.....	33,217	Corvallis city, OR.....	54,462
Billings city, MT.....	104,170	Creve Coeur city, MO	17,833
Blaine city, MN.....	57,186	Cross Roads town, TX	1,563
Bloomfield Hills city, MI	3,869	Crystal Lake city, IL.....	40,743
Bloomington city, MN	82,893	Dade City city, FL.....	6,437
Blue Springs city, MO	52,575	Dakota County, MN	398,552
Boise City city, ID	205,671	Dallas city, OR	14,583
Boone County, KY	118,811	Dallas city, TX.....	1,197,816
Boulder city, CO.....	97,385	Danville city, KY.....	16,218
Bowling Green city, KY	58,067	Dardenne Prairie city, MO.....	11,494
Brentwood city, MO.....	8,055	Davenport city, IA.....	99,685
Brentwood city, TN	37,060	Davidson town, NC.....	10,944
Brighton city, CO.....	33,352	Decatur city, GA.....	19,335
Bristol city, TN	26,702	Del Mar city, CA	4,161
Broken Arrow city, OK	98,850	Delray Beach city, FL.....	60,522
Brookfield city, WI	37,920	Denison city, TX.....	22,682
Brookline CDP, MA	58,732	Denton city, TX.....	113,383
Broomfield city, CO	55,889	Denver city, CO.....	600,158
Brownsburg town, IN	21,285	Derby city, KS.....	22,158
Bryan city, TX	76,201	Des Peres city, MO	8,373
Burien city, WA.....	33,313	Destin city, FL.....	12,305
Burleson city, TX.....	36,690	Dorchester County, MD	32,618
Cabarrus County, NC.....	178,011	Dothan city, AL	65,496
Cambridge city, MA.....	105,162	Douglas County, CO	285,465
Canton city, SD.....	3,057	Dover city, NH	29,987
Cape Coral city, FL	154,305	Dublin city, CA	46,036
Cape Girardeau city, MO.....	37,941	Duluth city, MN.....	86,265
Carlisle borough, PA.....	18,682	Duncanville city, TX.....	38,524
Carlsbad city, CA.....	105,328	Durham city, NC	228,330
Cartersville city, GA.....	19,731	Eagle town, CO.....	6,508
Cary town, NC	135,234	East Baton Rouge Parish, LA.....	440,171
Casa Grande city, AZ.....	48,571	East Grand Forks city, MN	8,601
Casper city, WY	55,316	East Lansing city, MI	48,579
Castine town, ME	1,366	Eau Claire city, WI	65,883
Castle Pines North city, CO	10,360	Eden Prairie city, MN.....	60,797
Castle Rock town, CO.....	48,231	Edgerton city, KS	1,671
Centennial city, CO.....	100,377	Edina city, MN	47,941
Centralia city, IL	13,032	Edmond city, OK.....	81,405
Chambersburg borough, PA.....	20,268	Edmonds city, WA.....	39,709
Chandler city, AZ	236,123	El Cerrito city, CA.....	23,549
Chanhassen city, MN	22,952	El Dorado County, CA.....	181,058
Chapel Hill town, NC	57,233	El Paso city, TX.....	649,121
Charlotte city, NC.....	731,424	Elk Grove city, CA	153,015
Charlotte County, FL	159,978	Elk River city, MN.....	22,974
Charlottesville city, VA.....	43,475	Elko New Market city, MN	4,110
Chattanooga city, TN.....	167,674	Elmhurst city, IL.....	44,121
Chesterfield County, VA.....	316,236	Encinitas city, CA	59,518
Chippewa Falls city, WI	13,661	Englewood city, CO.....	30,255
Citrus Heights city, CA.....	83,301	Erie town, CO	18,135
Clackamas County, OR	375,992	Escambia County, FL.....	297,619
Clarendon Hills village, IL	8,427	Estes Park town, CO.....	5,858
Clayton city, MO	15,939	Fairview town, TX.....	7,248
Clearwater city, FL	107,685	Farmington Hills city, MI.....	79,740
Cleveland Heights city, OH	46,121	Fayetteville city, NC.....	200,564
Clive city, IA	15,447	Fishers town, IN	76,794
Clovis city, CA.....	95,631	Flagstaff city, AZ	65,870
College Park city, MD	30,413	Flower Mound town, TX.....	64,669
College Station city, TX	93,857	Forest Grove city, OR	21,083
Colleyville city, TX.....	22,807	Fort Collins city, CO.....	143,986

The National Citizen Survey™

Fort Smith city, AR.....	86,209	Jerome city, ID	10,890
Fort Worth city, TX.....	741,206	Johnson City city, TN.....	63,152
Fountain Hills town, AZ	22,489	Johnston city, IA.....	17,278
Franklin city, TN.....	62,487	Jupiter town, FL.....	55,156
Fredericksburg city, VA.....	24,286	Kalamazoo city, MI.....	74,262
Fremont city, CA	214,089	Kansas City city, KS.....	145,786
Friendswood city, TX.....	35,805	Kansas City city, MO.....	459,787
Fruita city, CO.....	12,646	Keizer city, OR	36,478
Gahanna city, OH.....	33,248	Kenmore city, WA	20,460
Gaithersburg city, MD.....	59,933	Kennedale city, TX	6,763
Galveston city, TX	47,743	Kennett Square borough, PA.....	6,072
Gardner city, KS.....	19,123	Kettering city, OH	56,163
Geneva city, NY	13,261	Key West city, FL	24,649
Georgetown city, TX.....	47,400	King County, WA.....	1,931,249
Germantown city, TN	38,844	Kirkland city, WA.....	48,787
Gilbert town, AZ.....	208,453	La Mesa city, CA	57,065
Gillette city, WY	29,087	La Plata town, MD.....	8,753
Glendora city, CA	50,073	La Porte city, TX	33,800
Globe city, AZ	7,532	La Vista city, NE.....	15,758
Golden Valley city, MN.....	20,371	Lafayette city, CO	24,453
Goodyear city, AZ	65,275	Laguna Beach city, CA.....	22,723
Grafton village, WI.....	11,459	Laguna Hills city, CA.....	30,344
Grand Blanc city, MI.....	8,276	Laguna Niguel city, CA	62,979
Grand Island city, NE	48,520	Lake Oswego city, OR	36,619
Grass Valley city, CA	12,860	Lake Zurich village, IL	19,631
Greeley city, CO.....	92,889	Lakeville city, MN	55,954
Green Valley CDP, AZ.....	21,391	Lakewood city, CO	142,980
Greenwood Village city, CO.....	13,925	Lane County, OR.....	351,715
Greer city, SC	25,515	Larimer County, CO.....	299,630
Guilford County, NC	488,406	Las Cruces city, NM.....	97,618
Gunnison County, CO	15,324	Las Vegas city, NV	583,756
Gurnee village, IL.....	31,295	Lawrence city, KS.....	87,643
Hailey city, ID	7,960	League City city, TX	83,560
Haines Borough, AK	2,508	Lee's Summit city, MO	91,364
Hallandale Beach city, FL.....	37,113	Lehi city, UT	47,407
Hamilton city, OH.....	62,477	Lenexa city, KS	48,190
Hanover County, VA.....	99,863	Lewis County, NY.....	27,087
Harrisonburg city, VA	48,914	Lincoln city, NE	258,379
Harrisonville city, MO	10,019	Lindsborg city, KS	3,458
Hayward city, CA	144,186	Littleton city, CO	41,737
Henderson city, NV	257,729	Livermore city, CA.....	80,968
Herndon town, VA.....	23,292	Lombard village, IL	43,165
High Point city, NC.....	104,371	Lone Tree city, CO	10,218
Highland Park city, IL	29,763	Longmont city, CO	86,270
Highlands Ranch CDP, CO	96,713	Longview city, TX.....	80,455
Hillsborough town, NC.....	6,087	Los Alamos County, NM.....	17,950
Holland city, MI.....	33,051	Louisville city, CO.....	18,376
Honolulu County, HI.....	953,207	Lynchburg city, VA	75,568
Hooksett town, NH.....	13,451	Lynnwood city, WA	35,836
Hopkins city, MN.....	17,591	Madison city, WI	233,209
Hopkinton town, MA.....	14,925	Mankato city, MN	39,309
Hoquiam city, WA	8,726	Maple Grove city, MN	61,567
Hudson city, OH.....	22,262	Maple Valley city, WA	22,684
Hudson town, CO.....	2,356	Maricopa County, AZ	3,817,117
Hudsonville city, MI.....	7,116	Maryland Heights city, MO.....	27,472
Huntersville town, NC.....	46,773	Matthews town, NC.....	27,198
Hurst city, TX.....	37,337	McAllen city, TX	129,877
Hutchinson city, MN	14,178	McDonough city, GA.....	22,084
Hutto city, TX	14,698	McKinney city, TX.....	131,117
Hyattsville city, MD	17,557	McMinnville city, OR	32,187
Independence city, MO.....	116,830	Medford city, OR.....	74,907
Indian Trail town, NC	33,518	Menlo Park city, CA	32,026
Indianola city, IA	14,782	Mercer Island city, WA	22,699
Iowa City city, IA	67,862	Meridian charter township, MI	39,688
Issaquah city, WA.....	30,434	Meridian city, ID	75,092
Jackson County, MI.....	160,248	Merriam city, KS.....	11,003
James City County, VA	67,009	Mesa County, CO	146,723
Jefferson City city, MO	43,079	Miami Beach city, FL	87,779
Jefferson County, CO	534,543	Miami city, FL	399,457
Jefferson County, NY.....	116,229	Midland city, MI	41,863

The National Citizen Survey™

Milford city, DE	9,559	Pocatello city, ID.....	54,255
Milton city, GA	32,661	Polk County, IA.....	430,640
Minneapolis city, MN	382,578	Port Huron city, MI.....	30,184
Mission Viejo city, CA	93,305	Port Orange city, FL	56,048
Modesto city, CA	201,165	Portland city, OR.....	583,776
Monterey city, CA.....	27,810	Post Falls city, ID	27,574
Montgomery County, VA.....	94,392	Prince William County, VA.....	402,002
Monument town, CO	5,530	Prior Lake city, MN.....	22,796
Mooreville town, NC.....	32,711	Provo city, UT.....	112,488
Morristown city, TN.....	29,137	Pueblo city, CO	106,595
Morrisville town, NC	18,576	Purcellville town, VA.....	7,727
Moscow city, ID	23,800	Queen Creek town, AZ	26,361
Mountain Village town, CO.....	1,320	Radnor township, PA.....	31,531
Mountlake Terrace city, WA	19,909	Ramsey city, MN.....	23,668
Muscataine city, IA	22,886	Rapid City city, SD	67,956
Naperville city, IL.....	141,853	Raymore city, MO	19,206
Needham CDP, MA.....	28,886	Redmond city, WA	54,144
New Braunfels city, TX	57,740	Rehoboth Beach city, DE	1,327
New Brighton city, MN.....	21,456	Reno city, NV.....	225,221
New Hanover County, NC	202,667	Reston CDP, VA	58,404
New Orleans city, LA	343,829	Richmond city, CA.....	103,701
New Smyrna Beach city, FL	22,464	Richmond Heights city, MO.....	8,603
Newberg city, OR.....	22,068	Rifle city, CO.....	9,172
Newport Beach city, CA	85,186	River Falls city, WI	15,000
Newport News city, VA.....	180,719	Riverdale city, UT.....	8,426
Newton city, IA.....	15,254	Riverside city, CA	303,871
Noblesville city, IN	51,969	Riverside city, MO	2,937
Nogales city, AZ.....	20,837	Rochester Hills city, MI.....	70,995
Norfolk city, VA.....	242,803	Rock Hill city, SC.....	66,154
Northglenn city, CO.....	35,789	Rockford city, IL	152,871
Novato city, CA	51,904	Rockville city, MD.....	61,209
Novi city, MI.....	55,224	Rogers city, MN	8,597
O'Fallon city, IL.....	28,281	Rolla city, MO	19,559
O'Fallon city, MO.....	79,329	Roselle village, IL.....	22,763
Oak Park village, IL	51,878	Roswell city, GA	88,346
Oakland Park city, FL	41,363	Round Rock city, TX.....	99,887
Oakley city, CA	35,432	Royal Oak city, MI.....	57,236
Ogdensburg city, NY	11,128	Saco city, ME.....	18,482
Oklahoma City city, OK.....	579,999	Sahuarita town, AZ	25,259
Olathe city, KS.....	125,872	Sammamish city, WA	45,780
Old Town city, ME.....	7,840	San Anselmo town, CA	12,336
Olmsted County, MN	144,248	San Antonio city, TX.....	1,327,407
Orland Park village, IL	56,767	San Carlos city, CA.....	28,406
Oshkosh city, WI.....	66,083	San Diego city, CA	1,307,402
Otsego County, MI.....	24,164	San Francisco city, CA	805,235
Overland Park city, KS.....	173,372	San Jose city, CA	945,942
Oviedo city, FL.....	33,342	San Juan County, NM.....	130,044
Paducah city, KY	25,024	San Marcos city, CA	83,781
Palm Coast city, FL.....	75,180	San Marcos city, TX.....	44,894
Palo Alto city, CA	64,403	San Rafael city, CA.....	57,713
Papillion city, NE	18,894	Sandy Springs city, GA	93,853
Park City city, UT	7,558	Sanford city, FL.....	53,570
Parker town, CO	45,297	Sangamon County, IL.....	197,465
Parkland city, FL	23,962	Santa Clarita city, CA.....	176,320
Pasadena city, CA	137,122	Santa Fe County, NM	144,170
Pasco city, WA.....	59,781	Santa Monica city, CA.....	89,736
Pasco County, FL	464,697	Sarasota County, FL	379,448
Pearland city, TX.....	91,252	Savage city, MN.....	26,911
Peoria city, AZ	154,065	Scarborough CDP, ME	4,403
Peoria city, IL	115,007	Schaumburg village, IL.....	74,227
Peoria County, IL	186,494	Scott County, MN	129,928
Petoskey city, MI	5,670	Scottsdale city, AZ	217,385
Pflugerville city, TX	46,936	Seaside city, CA	33,025
Phoenix city, AZ	1,445,632	SeaTac city, WA.....	26,909
Pinal County, AZ	375,770	Sevierville city, TN	14,807
Pinehurst village, NC	13,124	Shawnee city, KS	62,209
Piqua city, OH.....	20,522	Sheboygan city, WI.....	49,288
Pitkin County, CO.....	17,148	Shoreview city, MN	25,043
Platte City city, MO.....	4,691	Shorewood city, MN	7,307
Plymouth city, MN.....	70,576	Shorewood village, IL.....	15,615

The National Citizen Survey™

Shorewood village, WI	13,162	Twin Falls city, ID	44,125
Sioux Center city, IA	7,048	Tyler city, TX	96,900
Sioux Falls city, SD	153,888	Umatilla city, OR	6,906
Skokie village, IL	64,784	Upper Arlington city, OH	33,771
Snellville city, GA	18,242	Urbandale city, IA	39,463
Snowmass Village town, CO	2,826	Vail town, CO	5,305
South Kingstown town, RI	30,639	Vancouver city, WA	161,791
South Lake Tahoe city, CA	21,403	Vestavia Hills city, AL	34,033
South Portland city, ME	25,002	Victoria city, MN	7,345
Southborough town, MA	9,767	Virginia Beach city, VA	437,994
Southlake city, TX	26,575	Wake Forest town, NC	30,117
Sparks city, NV	90,264	Walnut Creek city, CA	64,173
Spokane Valley city, WA	89,755	Washington County, MN	238,136
Spring Hill city, KS	5,437	Washoe County, NV	421,407
Springboro city, OH	17,409	Watauga city, TX	23,497
Springfield city, MO	159,498	Wauwatosa city, WI	46,396
Springfield city, OR	59,403	Waverly city, IA	9,874
Springville city, UT	29,466	Weddington town, NC	9,459
St. Charles city, IL	32,974	Wentzville city, MO	29,070
St. Cloud city, FL	35,183	West Carrollton city, OH	13,143
St. Cloud city, MN	65,842	West Chester borough, PA	18,461
St. Joseph city, MO	76,780	West Des Moines city, IA	56,609
St. Louis County, MN	200,226	West Richland city, WA	11,811
St. Louis Park city, MN	45,250	Western Springs village, IL	12,975
Stallings town, NC	13,831	Westerville city, OH	36,120
State College borough, PA	42,034	Westlake town, TX	992
Steamboat Springs city, CO	12,088	Westminster city, CO	106,114
Sterling Heights city, MI	129,699	Weston town, MA	11,261
Sugar Grove village, IL	8,997	Wheat Ridge city, CO	30,166
Sugar Land city, TX	78,817	White House city, TN	10,255
Summit city, NJ	21,457	Wichita city, KS	382,368
Summit County, UT	36,324	Williamsburg city, VA	14,068
Sunnyvale city, CA	140,081	Wilmington city, NC	106,476
Surprise city, AZ	117,517	Wilsonville city, OR	19,509
Suwanee city, GA	15,355	Winchester city, VA	26,203
Tacoma city, WA	198,397	Windsor town, CO	18,644
Takoma Park city, MD	16,715	Windsor town, CT	29,044
Tamarac city, FL	60,427	Winnetka village, IL	12,187
Temecula city, CA	100,097	Winston-Salem city, NC	229,617
Tempe city, AZ	161,719	Winter Garden city, FL	34,568
Temple city, TX	66,102	Woodbury city, MN	61,961
The Woodlands CDP, TX	93,847	Woodland city, CA	55,468
Thornton city, CO	118,772	Woodland city, WA	5,509
Thousand Oaks city, CA	126,683	Wrentham town, MA	10,955
Tigard city, OR	48,035	Yakima city, WA	91,067
Tracy city, CA	82,922	York County, VA	65,464
Tualatin city, OR	26,054	Yorktown town, IN	9,405
Tulsa city, OK	391,906		

Southern Region with Populations from 50,000-100,000 Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Lynchburg	76%	23	26	Similar
Overall image or reputation of Lynchburg	59%	20	22	Lower
Lynchburg as a place to live	81%	18	21	Similar
Your neighborhood as a place to live	77%	13	18	Similar
Lynchburg as a place to raise children	80%	11	22	Similar
Lynchburg as a place to retire	70%	13	21	Similar
Overall appearance of Lynchburg	65%	21	22	Similar

The National Citizen Survey™

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Lynchburg	80%	10	18	Similar
	In your neighborhood during the day	89%	12	22	Similar
	In Lynchburg's downtown/commercial area during the day	82%	17	18	Similar
Mobility	Overall ease of getting to the places you usually have to visit	65%	11	13	Similar
	Availability of paths and walking trails	63%	4	17	Similar
	Ease of walking in Lynchburg	48%	13	21	Similar
	Ease of travel by bicycle in Lynchburg	30%	17	20	Lower
	Ease of travel by public transportation in Lynchburg	45%	4	9	Similar
	Ease of travel by car in Lynchburg	57%	16	21	Similar
	Ease of public parking	40%	9	12	Similar
	Traffic flow on major streets	44%	15	23	Similar
	Quality of overall natural environment in Lynchburg	79%	14	18	Similar
Natural Environment	Cleanliness of Lynchburg	66%	13	16	Similar
	Air quality	80%	8	16	Similar
Built Environment	Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	50%	11	12	Similar
	Overall quality of new development in Lynchburg	52%	15	20	Similar
	Availability of affordable quality housing	54%	2	17	Similar
	Variety of housing options	58%	9	17	Similar
	Public places where people want to spend time	52%	12	12	Similar
Economy	Overall economic health of Lynchburg	54%	10	13	Similar
	Vibrant downtown/commercial area	38%	6	11	Similar
	Overall quality of business and service establishments in Lynchburg	65%	14	17	Similar
	Cost of living in Lynchburg	60%	1	12	Higher
	Shopping opportunities	46%	16	17	Lower
	Employment opportunities	38%	12	18	Similar
	Lynchburg as a place to visit	56%	10	12	Lower
	Lynchburg as a place to work	52%	17	21	Similar
Recreation and Wellness	Health and wellness opportunities in Lynchburg	67%	12	13	Similar
	Availability of affordable quality mental health care	55%	6	11	Similar
	Availability of preventive health services	66%	10	14	Similar
	Availability of affordable quality health care	62%	8	14	Similar
	Availability of affordable quality food	71%	11	14	Similar
	Recreational opportunities	58%	16	18	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	7	12	Similar
Education and Enrichment	Overall opportunities for education and enrichment	71%	9	12	Similar
	Opportunities to participate in religious or spiritual events and activities	83%	3	14	Similar
	Opportunities to attend cultural/arts/music activities	48%	15	19	Lower
	Adult educational opportunities	63%	9	12	Similar
	K-12 education	67%	14	19	Similar
	Availability of affordable quality child care/preschool	54%	6	15	Similar
Community Engagement	Opportunities to participate in social events and activities	55%	12	15	Similar
	Neighborhoodliness of Lynchburg	57%	10	13	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	41%	19	19	Lower
	Opportunities to participate in community matters	61%	12	19	Similar

The National Citizen Survey™

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Opportunities to volunteer	72%	11	17	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Lynchburg	68%	19	23	Similar
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	70%	19	24	Similar
Value of services for the taxes paid to Lynchburg	47%	22	25	Similar
Overall direction that Lynchburg is taking	56%	12	18	Similar
Job Lynchburg government does at welcoming citizen involvement	45%	14	20	Similar
Overall confidence in Lynchburg government	46%	7	12	Similar
Generally acting in the best interest of the community	54%	7	12	Similar
Being honest	49%	6	12	Similar
Treating all residents fairly	46%	8	12	Similar
Services provided by the Federal Government	43%	5	15	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	75%	18	24	Similar
	Fire services	94%	9	19	Similar
	Ambulance or emergency medical services	87%	14	18	Similar
	Crime prevention	66%	14	22	Similar
	Fire prevention and education	78%	13	18	Similar
	Animal control	56%	11	13	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	12	18	Similar
Mobility	Traffic enforcement	59%	16	22	Similar
	Street repair	29%	18	20	Lower
	Street cleaning	45%	13	15	Lower
	Street lighting	58%	9	17	Similar
	Snow removal	45%	10	10	Lower
	Sidewalk maintenance	46%	14	18	Similar
	Traffic signal timing	47%	4	13	Similar
Natural Environment	Bus or transit services	60%	8	13	Similar
	Garbage collection	79%	14	22	Similar
	Recycling	56%	22	23	Lower
	Yard waste pick-up	61%	18	21	Similar
	Drinking water	68%	12	18	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	55%	11	14	Similar
	Lynchburg open space	55%	9	11	Similar
Built Environment	Storm drainage	68%	8	23	Similar
	Sewer services	72%	10	15	Similar
	Utility billing	60%	11	14	Similar
	Land use, planning and zoning	39%	15	16	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	35%	23	24	Lower
	Cable television	37%	10	11	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Economic development	46%	13	17	Similar
Recreation and Wellness	City parks	68%	18	18	Similar
	Recreation programs or classes	65%	15	19	Similar
	Recreation centers or facilities	61%	16	18	Similar
	Health services	60%	10	12	Similar
Education and Enrichment	City-sponsored special events	52%	16	16	Similar
	Public library services	70%	17	18	Lower
Community Engagement	Public information services	56%	17	19	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	50%	15	18	Similar
Recommend living in Lynchburg to someone who asks	79%	16	17	Similar
Remain in Lynchburg for the next five years	76%	11	17	Similar
Contacted Lynchburg (in-person, phone, email or web) for help or information	53%	4	22	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	43%	5	12	Similar
	Did NOT report a crime to the police	77%	9	12	Similar
	Household member was NOT a victim of a crime	86%	14	16	Similar
Mobility	Used bus, rail or other public transportation instead of driving	13%	7	10	Similar
	Carpooled with other adults or children instead of driving alone	37%	10	12	Lower
	Walked or biked instead of driving	39%	9	12	Lower
Natural Environment	Made efforts to conserve water	76%	10	12	Similar
	Made efforts to make your home more energy efficient	70%	9	12	Similar
	Recycle at home	65%	17	17	Lower
Built Environment	Did NOT observe a code violation or other hazard in Lynchburg	49%	8	12	Similar
	NOT experiencing housing costs stress	66%	9	18	Similar
Economy	Purchase goods or services from a business located in Lynchburg	97%	6	12	Similar
	Economy will have positive impact on income	30%	4	17	Similar
	Work inside boundaries of Lynchburg	61%	6	12	Similar
Recreation and Wellness	Used Lynchburg recreation centers or their services	47%	15	17	Similar
	Visited a neighborhood park or City park	74%	17	19	Similar
	Eat at least 5 portions of fruits and vegetables a day	76%	12	12	Similar
	Participate in moderate or vigorous physical activity	80%	8	12	Similar
	In very good to excellent health	60%	9	12	Similar
Education and Enrichment	Used Lynchburg public libraries or their services	49%	14	14	Lower

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	Participated in religious or spiritual activities in Lynchburg	67%	1	12	Higher
	Attended City-sponsored event	50%	10	12	Similar
	Campaigned or advocated for an issue, cause or candidate	27%	2	11	Similar
	Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	16%	5	12	Similar
	Volunteered your time to some group/activity in Lynchburg	47%	6	17	Similar
	Participated in a club	30%	9	15	Similar
	Talked to or visited with your immediate neighbors	86%	10	12	Similar
	Done a favor for a neighbor	79%	9	12	Similar
	Attended a local public meeting	19%	13	17	Similar
	Watched (online or on television) a local public meeting	32%	4	12	Similar
	Read or watch local news (via television, paper, computer, etc.)	86%	6	12	Similar
	Vote in local elections	77%	7	16	Similar

Communities included in Southern Region with Populations between 50,000-100,000 comparisons
The communities included in Lynchburg's custom comparisons are listed below along with their population according to the 2010 Census.

Albemarle County, VA 98,970
Asheville city, NC 83,393
Auburn city, AL 53,380
Bowling Green city, KY 58,067
Chapel Hill town, NC 57,233
Charlottesville city, VA 43,475
Delray Beach city, FL 60,522
Dothan city, AL 65,496
Franklin city, TN 62,487
Gaithersburg city, MD 59,933
Hanover County, VA 99,863
Harrisonburg city, VA 48,914
James City County, VA 67,009
Johnson City city, TN 63,152

Jupiter town, FL 55,156
Lynchburg city, VA 75,568
Miami Beach city, FL 87,779
Montgomery County, VA 94,392
Palm Coast city, FL 75,180
Port Orange city, FL 56,048
Reston CDP, VA 58,404
Rock Hill city, SC 66,154
Rockville city, MD 61,209
Roswell city, GA 88,346
Sandy Springs city, GA 93,853
Sanford city, FL 53,570
Tamarac city, FL 60,427
York County, VA 65,464

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Lynchburg funded this research. Please contact JoAnn Brown-Martin of the Lynchburg Communication and Marketing office at joann.martin@lynchburgva.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

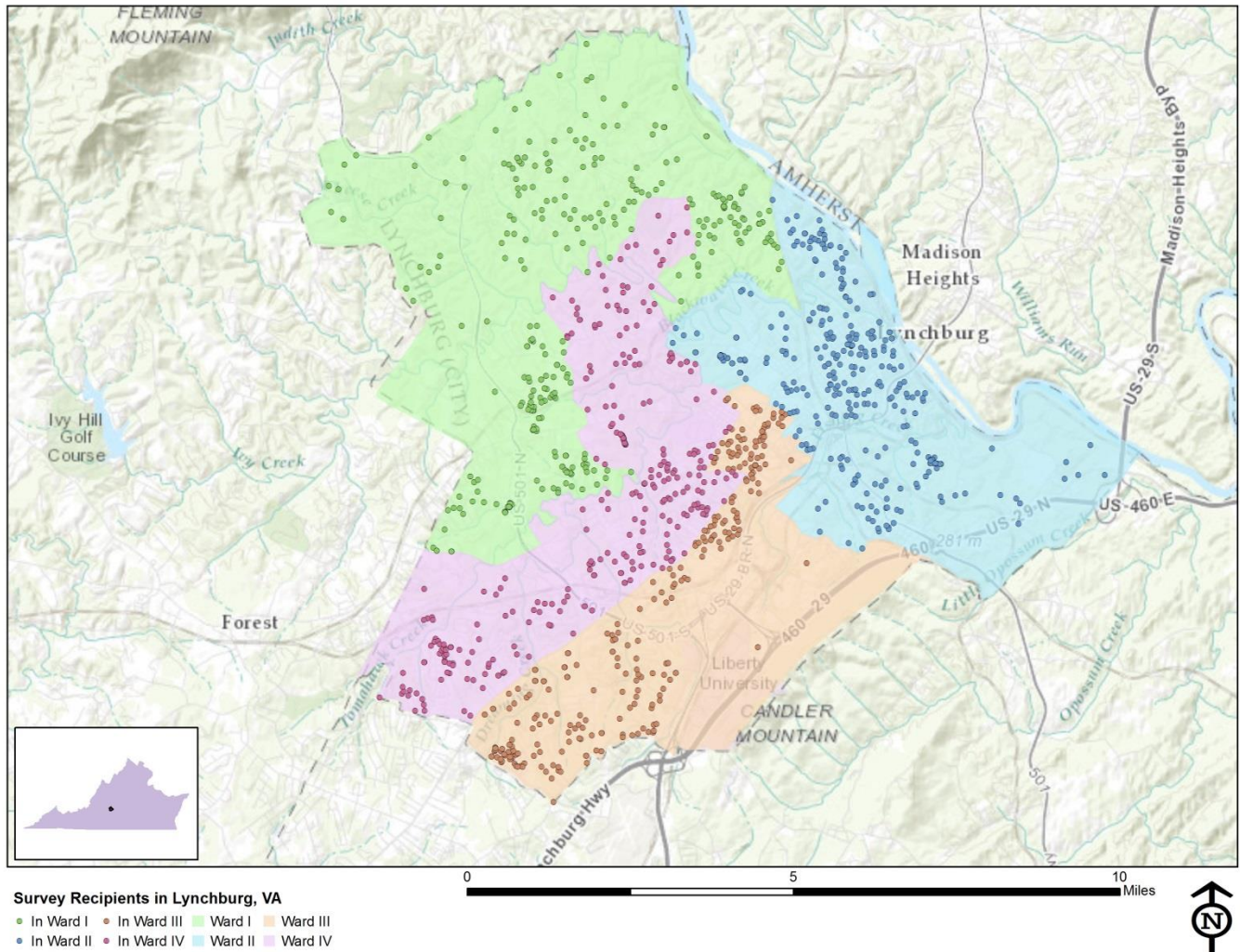
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Lynchburg were eligible to participate in the survey. A list of all households within the zip codes serving Lynchburg was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Lynchburg households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Lynchburg boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the four Wards.

To choose the 1,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 6th, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online. Completed surveys were collected over the following eight weeks.

About 5% of the 1,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,324 households that received the survey, 349 completed the survey, providing an overall response rate of 26%. Of the 349 completed surveys, 24 were completed online. Additionally, responses were tracked by Ward; response rates by Ward ranged from 18% to 32%.

Table 79: Survey Response Rates by Ward

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Ward I	350	12	338	108	32%
Ward II	350	25	325	59	18%
Ward III	350	27	323	80	25%
Ward IV	350	12	338	102	30%
Overall	1,400	76	1,324	349	26%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Lynchburg survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (349 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Lynchburg. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race/ethnicity, gender, age and ward. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Table 80: Lynchburg, VA 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	47%	33%	47%
Own home	53%	67%	53%
Detached unit	37%	66%	39%
Attached unit	63%	34%	61%
Race and Ethnicity			
White	66%	73%	69%
Not white	34%	27%	31%
Not Hispanic	97%	98%	96%
Hispanic	3%	2%	4%
Sex and Age			
Female	54%	58%	55%
Male	46%	42%	45%
18-34 years of age	35%	16%	33%
35-54 years of age	31%	21%	31%
55+ years of age	34%	62%	36%
Females 18-34	18%	10%	19%
Females 35-54	16%	13%	16%
Females 55+	20%	36%	20%
Males 18-34	17%	7%	14%
Males 35-54	15%	9%	14%
Males 55+	14%	26%	16%
Ward			
Ward I	27%	31%	26%
Ward II	25%	17%	25%
Ward III	20%	23%	21%
Ward IV	28%	29%	27%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials